

5 WAYS TO IMPROVE YOUR FOOD PHOTOGRAPHY WITH ARTIFICIAL LIGHT

<http://pinchofyum.com/5-ways-to-improve-your-food-photography-with-artificial-light>

5 WAYS TO IMPROVE YOUR FOOD PHOTOGRAPHY WITH ARTIFICIAL LIGHT



For as long as I've been taking pictures of food, I've believed that beautiful food photography requires natural light.

But here's the question – *does it really?*

For the last four years, as an elementary school teacher and a friend and a wife and a 9-to-5 working person who wanted to enjoy a small amount of weekend freedom, **my schedule didn't allow for time during the day to work with natural light**. I felt like if I wanted to take incredible pictures of food, I needed to be waiting next to the window for that perfect ray of light. And I was frustrated.

Then, in 2014, I transitioned to blogging full time and had all the time and flexibility in the world to be able to take beautiful photos in perfect natural light all the time. Poof! Tadah! Zing!

Problem solved, right?

Not so much.

THE MYTH OF NATURAL LIGHT

What I'm finding is that even as a full-time blogger who has access to natural light all day long, **the quality of natural light is always unpredictable**. We live in Minnesota (it's January, so don't even get me started on the whys), and the natural light in the winter months is... well, I'm looking out the window right now and everything is just sort of a murky grey.

Over the last few years I've felt like there had to be a better way than waiting around all day for those three minutes of perfect natural light.

And I have good news – there is a better way!

5 WAYS TO IMPROVE YOUR FOOD PHOTOGRAPHY WITH ARTIFICIAL LIGHTS

So let's hit up this artificial lighting for food photography topic with a tip list.

There are so many things that I've found to be helpful as I've created my own little artificial lighting studios anywhere from our basement to the dining room table to the kitchen countertops, so today I'm sharing 5 ways that I've been able to improve my food photography when using artificial lights.

1. DITCH THE OVERHEAD KITCHEN LIGHTS.



See what I mean?

Don't for one second think that those lights in your kitchen are going to make your food look good.

In addition to casting an unnatural tone (usually yellowish) throughout the whole photograph, the lights are generally anchored on the ceiling which means they splash light directly onto the food rather than highlighting from a side or back angle. That direct lighting will wash out your texture and make your food look flat and lifeless. Not good, my friends. Not good at all.

There are a number of stand-alone lighting units that can work for this type of set up,

and I would venture to say that all of them – even the ones that aren't necessarily daylight balanced – will be better than your overhead kitchen lights. I primarily use a Lowel EGO Digital Imaging Light, but for more on the specific types of lights and the benefits of each type, check out the bonus tip at the end of this post.

2. CLOSE THE CURTAINS AND TURN OFF ALL OTHER LIGHTS.



Also, you must wear a clearance fake-diamond-bling Old Navy sweatshirt and have your hair in a messy bun. Err, uhm, WAIT DON'T LOOK AT THAT.

I find it much easier to get the look I'm going for when working with only one source of light.

So when you're shooting with my artificial lights in a room that might still be getting some slivers of natural light, **close all the curtains so you're working in a very dark space with only one light source** – your lighting unit. This gives you full control of the color tones, the light angles, and the overall look of the photograph.

To be fair, not everyone does it this way. I've seen photography studios where food photographers for large commercial shoots use both artificial light and natural light together, so this is less of a rule and more a matter of personal preference as far as what will make the set up and shoot go more smoothly for you. For me, it works best to just manage one primary light source.

3. IT'S MORE THAN JUST THE LIGHT.



Using artificial light is more than just plugging in a lighting unit. This whole process is about knowing how to use **the light, the reflector, the background, the diffuser, and any other relevant tools to control and manipulate the light.** Think about this as a complete and harmonious set-up, not just turn-on-the-light-and-go.

This is a picture from one of the photo studios at General Mills here in the Twin Cities, and that's a whole lot of equipment beyond just the light.

Also: now hiring someone to make this studio happen in my house mmkthanks.

4. SHOOT ON A WHITE SURFACE.



Shooting on a white surface helps you to be able to **evaluate and adjust your white balance**.

If you're using a light that is casting an unusual color tone into your photograph, your white background (which, in this case, looks yellow) will alert you to the problem right away. This allows you to make custom white balance adjustments on your camera so that you don't have to correct anything in your editing later on.

When in doubt, I usually opt towards bluer tones (the picture on the right) because I find that it's easier to warm up and saturate the colors of a photograph in post-processing than it is to remove that yellow cast throughout the photo.

5. KNOW YOUR MANUAL CAMERA SETTINGS.



Kind of an annoying tip, right? Because it requires some work. **But this might be the single most important thing you can do to make yourself an all-around better food photographer.**

Especially when using artificial lights, you need to know how to tell your camera what you want it to do. Learn aperture and shutter speed. Learn ISO. Learn white balance. Learn auto and manual focus. Learn them and practice them. These are super important nuggets of knowledge that you need in order to make the most of your artificial lighting set up for food photography.

And now, for a BONUS TIP!

6. ARTIFICIAL LIGHTING FOR FOOD PHOTOGRAPHY COURSE

3. Artificial Lighting for Food Photography

In this course, you'll discover the tools and tactics you need to take beautiful food photos without natural light, which will ultimately give you the freedom to set your own food photography schedule so that you can take your photos when and where you need to.

🕒 Course Lessons



1. Course Intro - Artificial Lighting for Food Photography



2. Food Photography Light #1: Lowel EGO Digital Imaging Fluorescent Light



3. Food Photography Light #2: 500-Watt Halogen Work Light



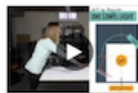
4. Diffusers for Food Photography



5. Reflectors for Food Photography



6. Where to Set Up



7. Set Up: Food Photography with One Lowel EGO light



8. Demo: Food Photography with One Lowel EGO light



9. Set Up: Food Photography with Two Lowel EGO lights



10. Demo: Food Photography with Two Lowel EGO lights



11. Set Up: Food Photography with a 500-watt halogen work light



12. Demo: Food Photography with a 500-Watt Halogen Work Light



13. Set Up: iPhone Food Photography with Artificial Lights



14. Demo: iPhone Food Photography with Artificial Light

As of TODAY, our newest [14-lesson video course on artificial light](#) for food photography is available on [Food Blogger Pro](#).

In this course, you'll discover the tools and tactics you need to take beautiful food photos *without natural light*, which will ultimately give you the freedom to set your own food photography schedule so that you can take your photos when and where you need to.

Wanna talk about it in person real quick?

CLICK HERE

TO SIGN UP FOR FOOD BLOGGER PRO AND ACCESS THE ARTIFICIAL LIGHTING COURSE

WHAT PEOPLE ARE SAYING ABOUT THE COURSE



I work a day job and really struggle with not having decent natural light at the times I need it. I love that Lindsay & Bjork showed me a couple of choices in the lighting so I can choose what best suits my budget and meets my needs but mostly I love that I will now have a consistent look within my images!

-Nikki, instagrammer at @eating_plants

I bought an EGO light a few months ago and was disappointed that my photos weren't coming out great. They looked kinda washed out. What I learned from these videos will change the way my photos look. The length of the course was perfect! and it was exactly what I was looking for - materials that are to the point and not lengthy.

-Ann, blogger at simmertoslzimmer.com



THANK YOU! THANK YOU! THANK YOU! It was perfect to have the lessons split up into 5-8 minute videos so I could just do a bit at a time and also to be able to go back and find something again to review very quickly.

-Mischa, blogger at accidentalfarmwife.com

I already owned both of the different lights that Lindsay recommends in this course, but I hadn't had much success with getting the photographs to look natural. Through the demonstrations, I learned so much about the how to change the setup to achieve the best results. I'll be able to take what I've learned and apply it immediately, and that is just what I was hoping for.

-Beth, blogger at eatwithinyourmeans.com



PHOTOS I'VE TAKEN WITH ARTIFICIAL LIGHTING

To my own surprise, the photos I've taken with my artificial light set up over the last year have rivaled some of my best photos taken in natural light.

















CLICK HERE
TO SIGN UP FOR FOOD BLOGGER PRO AND ACCESS THE
ARTIFICIAL LIGHTING COURSE

WHAT'S INCLUDED?

This course has **14 video lessons** that go through everything you need to know about artificial lighting for food photography from equipment to set up.

It also includes **three PDF guides** – a manual cheat sheet, a set up diagram, and an equipment checklist.





When you register for Food Blogger Pro, you will not only get access to this **14-lesson course on Artificial Lighting for Food Photography**, but you will also get access to the following:

- ALL 300 food blogging video tutorials
- the nutrition label tool
- our active community forum of over 800 food bloggers

And if you only want *this* course and nothing else, no problem! Sign up for one month and end your membership when you've gotten what you need.

HOW MUCH DOES IT COST?

A **one-month membership is \$29**, which gives you access to everything listed above including this course on Artificial Lighting for Food Photography.

HOW DO I SIGN UP TO ACCESS THE COURSE?

Sign up directly on Food Blogger Pro! This big grey button will take you right there.



Bjork and I are so thrilled to be sharing this with you today. Like, two seconds ago we just had a dorky celebration coffee cheers in honor of food, photography, lighting

hacks, technology, and knowledge. Thank you for being a part of our little corner of the internet and allowing us to nerd out doing what we love to do – growing, learning, and challenging others to do the same.

Carry on, good food-and-camera-lovers of the world.

AND HERE'S TO FOOD PHOTOGRAPHY FREEDOM!

Filed Under: FOOD PHOTOGRAPHY

122 COMMENTS

COMMENTS



LAUREN MCGILL says:
JANUARY 26, 2015 AT 9:41 AM

Did you read my mind? This is EXACTLY what I'm stumped on with my food photography this week. Short winter days mean a lot more artificial light shots- thanks for all the great tips!

REPLY



TAYLOR @ FOOD FAITH FITNESS says:
JANUARY 26, 2015 AT 10:04 AM

WHATTHEWHAT? those photos are in artificial light! You TOTALLY fooled me!
When I lived in FL, I never need artificial. But not that I'm in Seattle, it's a whole different (dark and rainy ball game) So this is AWESOME. Thank you!
Pinned!

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:44 PM

Saweeeeeet. Fooled an expert! 😊

REPLY



LINDSAY COTTER says:
JANUARY 27, 2015 AT 8:41 PM

same here! and i have those lights. Ohh linz, thanks for this! 😊

now i must go get the old navy clearance shirt to match u

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:29 PM

doooo it!

REPLY



JENNIFER @ SHOW ME THE YUMMY says:
JANUARY 26, 2015 AT 10:59 AM

I live in Seattle, so I use artificial light about 50% of the time! Love these tips 😊

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:44 PM

Yep! you know.

REPLY



ELIZABETH @ BOWL OF DELICIOUS! says:
JANUARY 26, 2015 AT 11:04 AM

Thanks so so much! This has been extremely frustrating for me lately. I recently bought a white presentation board (you know, the middle school science fair kind) and this has been very helpful in reflecting the light back on the food. This is an awesome post!!

REPLY



LINDSAY says:

JANUARY 26, 2015 AT 3:44 PM

Totally! I have lots of those – basically every size ever made. 😊

REPLY



LAURA @ RYG says:

JANUARY 26, 2015 AT 11:10 AM

Fav shot = the brown eggs in the carton. Pure money.

Totally agree on ditching the kitchen light!!!! Ditto x a million. We have these high intensity LED lights in my kitchen, like 15 of them (you can actually see my kitchen from Space when all of them are on). Hey, I didn't want to cut off my finger with my mandolin.....sigh again!

Now I don't really take pics of food since I'm not a food blogger, but of plants. And plants are super photogenic, but even plants have their limits! And kitchen lights? Big NO NO!

REPLY



LINDSAY says:

JANUARY 26, 2015 AT 3:44 PM

Thanks Laura! I loved that egg shot too.

REPLY



TESSA | NATURAL COMFORT KITCHEN says:

JANUARY 26, 2015 AT 11:16 AM

Honestly, my best (and most popular) recipes are the ones I photograph in artificial light. The unpredictability of natural light here on the east coast (where a single day is never strictly sunny or cloudy) is maddening. I set up a sheet just to have the sun disappear. Definitely not a subscriber to the natural light is the only way philosophy. Love the artificial light you recommend and have just busted into my Speedlight for the first time!

REPLY



LINDSAY says:

JANUARY 26, 2015 AT 3:43 PM

Isn't that the truth? Unless you really have a good eye, it's hard to tell when the lights are used (if they're used correctly)!

REPLY



JILL says:

JANUARY 26, 2015 AT 11:17 AM

I def need to work on #5, but turning off all the other lights makes a huge diff!

REPLY



NATASA | MY DAILY SOURDOUGH BREAD says:

JANUARY 26, 2015 AT 11:30 AM

That's perfect – exactly what I needed in this never ending winter. No more waiting for that hour of perfect light. Thank you!

REPLY



KATIE (VEGGIE AND THE BEAST) says:

JANUARY 26, 2015 AT 11:35 AM

This is like Christmas! I'm going to join FBP and devour these videos as soon as I get home.

REPLY



LINDSAY says:

JANUARY 26, 2015 AT 3:42 PM

Thanks Katie! we'd love to see you there! 😊

REPLY



ABBY @ THE FROSTED VEGAN says:

JANUARY 26, 2015 AT 11:40 AM

These tips are PERFECT! I live in Wisconsin, so I feel you girl, I feel you.

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:42 PM

UGH come on Midwest! like it's 3pm and it's dark. Grey. Done. Thank goodness for those lights because otherwise... yikes.

REPLY



SHASHI AT RUNNINSRILANKAN says:
JANUARY 26, 2015 AT 11:41 AM

Those pictures were taken with Artificial Light??? Wow!!!
I would never have guessed!
Awesome tips – thanks so much for sharing

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:41 PM

Thanks Shashi! Appreciate that! I've been using my light a lot this winter. 😊

REPLY



DIANE@APLANFORCOOKING.COM says:
JANUARY 26, 2015 AT 11:42 AM

So happy to be a member of FBP. I can not wait to watch these videos, exactly the kind of freedom I am looking for. Thanks Lindsay and Bjork

REPLY



TONYA says:
JANUARY 26, 2015 AT 11:50 AM

I see "The Light"! Timely post.

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:41 PM

hahaha YES!

REPLY



SALLY @ GOOD DINNER MOM says:
JANUARY 26, 2015 AT 12:08 PM

I ALWAYS love your photos, Lindsay! Can you tell me, where can I get a folding light reflector like you're using? Looks like plastic corrugated "cardboard".

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:40 PM

Thank you Sally! I got that one with my lighting unit (the Lowel EGO one).

REPLY



ALEXA HAMPTON says:
JANUARY 26, 2015 AT 12:18 PM

This is so great, I cannot WAIT to check it out!!

Also, a little off topic, but are you doing an income report from last month? I LOVE reading them and haven't seen one yet for December! Hope all is well!

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:40 PM

Hey Alexa! We are doing one – it will be coming in a little late at the end of the month. Part of the delay has been our many conversations about what we want the income reports to be in 2015, so we're excited to be making some slight changes to what those are all about.

Check back in a few days!

REPLY



FRANCESCA CATANUSO says:
JANUARY 26, 2015 AT 12:49 PM

Brilliant. Looking into the food course now 😊

REPLY



NICKY @ KITCHEN SANCTUARY says:
JANUARY 26, 2015 AT 12:54 PM

Yay! I'm so chuffed you're rolling out more videos! I've learned so much from the ones you have on the course already. Can't wait to dig in and figure out how to properly make my lighting equipment work for me (instead of getting lucky every now and then!!)
Thanks Lindsay and Bjork!!

REPLY



ROBYN STONE | ADD A PINCH says:
JANUARY 26, 2015 AT 1:00 PM

You take such amazing photos – I always love them!

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:38 PM

Thanks Robyn! 😊 appreciate that!

REPLY



TRISH @ WELL WORN FORK says:
JANUARY 26, 2015 AT 1:58 PM

Yay!! I can't wait to check out the new video in FBP!

REPLY



ERIN @ SIMPLE, SWEET & SAVORY says:
JANUARY 26, 2015 AT 2:29 PM

Thanks for posting this, Lindsay! Your Food Blogger Pro course helped me a ton with starting my own blog and your photography tips have been invaluable. I work all day and by the time I get home and make food, daylight is long gone. So these tips are super helpful!

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:37 PM

I'm so glad! Thanks Erin!

REPLY



LINDA @ VEGANOSITY says:
JANUARY 26, 2015 AT 2:37 PM

As if I wasn't already happy that I joined Food Blogger Pro, now this!!! Woot!!! I have three photography lights and a tent and I never use them because I don't know how. It's time to dust them off. 😊 Thanks you two.

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:36 PM

Hooray! Glad to hear that Linda!

REPLY



MATEA says:
JANUARY 26, 2015 AT 2:57 PM

I could definitely use these tips; thanks for sharing!

REPLY



BECKY WINKLER says:
JANUARY 26, 2015 AT 2:58 PM

Wonderful tips! Are you guys going to be selling the course on its own, or only as a part of FBP?

REPLY



LINDSAY says:
JANUARY 26, 2015 AT 3:36 PM

Hey Becky! Right now we are selling the course as a part of Food Blogger Pro memberships, but if that's all you're interested in you can just join for a month (\$25), take the course (and while you're there, take some of the other courses or hop into the forum for anything you might need), and then end your membership when you've gotten everything you need. We did talk about selling the course individually on Pinch of Yum, but in the end it made the most sense to offer people not only the course but also access to everything on Food Blogger Pro for the same price as the stand-alone course would have been. 😊 Hope that makes sense!

REPLY



RAQUEL says:
JANUARY 26, 2015 AT 3:52 PM

I also struggle a lot with natural light. In the beginning of taking photos I was convinced I could only take photos outside!!! I literally wheeled a table outside (not in direct sunlight of course) but the fact that I did this made me feel insane and like there had to be a better way. I still struggle with artificial light but I am getting better.

REPLY



VALÉRIE says:
JANUARY 26, 2015 AT 4:27 PM

Thanks for giving us rookies this lesson 😊 I was already struggling with lighting far too often and the Swedish winter is rarely sunny, so your tips are more than welcome!

[HTTP://WWW.GLOBALSPICEDBLOG.TUMBLR.COM](http://www.globalspicedblog.tumblr.com)

REPLY



DEBORAH says:
JANUARY 26, 2015 AT 4:58 PM

I am SOOO glad that you guys have done this course. I've been shooting with artificial light for a long time now, and it can be a real life saver. It does seem that so many people shy away from it, thinking it's really difficult. Great to have a step by step course on how to get the results that you want.

REPLY



ANGELA @ EAT SPIN RUN REPEAT says:
JANUARY 26, 2015 AT 5:22 PM

Cracker of a post, Lindsay!! I recently moved to a new condo and I have WAY more light now than in my old place. My usual photography method involves turning off ALL The kitchen lights and just using the light from my windows. This means that I shoot on weekends during the winter (or drive home during my lunch breaks to have speedy food photography sessions... #crazythingsbloggersdo). I could definitely do with learning how to use artificial light more effectively though. Thanks so much for these tips!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:38 PM

seriously! I remember those days of rushing home from teaching for the last 30 minutes of light...

REPLY



ANGIE @ FRIDAY IS CAKE NIGHT says:
JANUARY 26, 2015 AT 5:50 PM

You with your bun, me with my running mascara. G-L-A-M-O-R-O-U-S

REPLY



Nancy says:
JANUARY 26, 2015 AT 6:56 PM

Weird. Over here in Wisconsin it is still January 😊

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:37 PM

Yeah -totally spaced out on that one. 😊

REPLY



MEGAN @ SKINNY FITALICIOUS says:
JANUARY 26, 2015 AT 7:55 PM

Great tips! Even in Phoenix, the light is not predictable or the same quality day to day. It's tough to know when you will be able to shoot. I've been looking for artificial lighting tips. Thanks for this.

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:37 PM

even in Phoenix? No way. PS. I want to live in Phoenix.

REPLY



CELESTE @THEWHOLESERVING says:
JANUARY 26, 2015 AT 8:20 PM

Thank you, thank you, thank you, my work hours are 9:30 to 7:00, I work at an early learning center, and sometimes parents are late and I have a 30 minutes drive home. I have taken vacation days to get better photos, and like you said, it doesn't always work. I was just thinking I need a way to take photos at night, so I can take back my weekends.

I'm so excited.

You guys Rock!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:36 PM

exactly! take back the weekend!

REPLY



ALLEY @ ALLEY'S RECIPE BOOK says:
JANUARY 26, 2015 AT 9:29 PM

I love how you 'dress' your lights with tshirts. I take so many process photos that the lights get in the way, but when I do have them out, I use pillow cases. Great post and very timely. I'm ready for sunshine!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:35 PM

sure do! 😊 whatever works, right?

REPLY



JENNIFER @ DELICIOUS EVERYDAY says:
JANUARY 26, 2015 AT 10:05 PM

These techniques are great!! Thank you so much for sharing them!

REPLY



BEN says:
JANUARY 26, 2015 AT 10:08 PM

A few weeks back I bought the Lowel EGO light you were talking about and it is amazing. The difference it has made in the quality of my photographs is night and day!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:35 PM

So glad to hear that Ben! 😊

REPLY



BETH @ EAT WITHIN YOUR MEANS says:
JANUARY 26, 2015 AT 10:47 PM

Woo hoo! It's out!!! It was my privilege to get to review this course and I learned so much! I know I'll be referring to it over and over again. Also, I think it's a great idea to offer it as part of the membership on Food Blogger Pro, because there is so much value in all of the courses (not to mention the forum!). It's a steal of a deal.

REPLY



JULIA@VIKALINKA says:
JANUARY 27, 2015 AT 3:31 AM

Lindsay, I've been following your photos for a while and then took the plunge and ventured into artificial lighting myself thanks to your amazing tutorials. I can't say I've completely mastered it but it saved me so many times. I've actually shot with both natural and artificial lighting on some occasions when days were just too grey and I loved using both. (I live in London so the lack of good light is a given.) Thank you so much for the inspiration and making my life a tiny bit less hectic!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:34 PM

Love hearing that! Thanks Julia!

REPLY



MRS LEAL @ THE COOKING HAT says:
JANUARY 27, 2015 AT 4:51 AM

Thank you so much for this post. Great tips. Right now I have an artificial lighting set up but I notice that my picture are coming yellowish so I have to change color balance on Photoshop. I will try shooting on a white background and see how I can change it on the camera.

Does it matter what color of clothes are you wearing? I read in another blog that bright colors like red will reflect on your photos.

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:34 PM

Yes – it does matter! Especially oranges and reds will get reflected into the photography. I try to wear grey if I can.

REPLY



DANNII @ HUNGRY HEALTHY HAPPY says:
JANUARY 27, 2015 AT 6:40 AM

Thanks for these great tips! We don't get a lot of natural light at the moment, so I have invested in some lights – I just need to work out how to use them now haha. Great to see the kind of photos I can take with artificial light though.

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:34 PM

it's possible! 😊 more than I ever thought before this year!

REPLY



CORALCRUE says:
JANUARY 27, 2015 AT 7:57 AM

This is so brilliant and your pics are amazing!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:33 PM

Thank you! Appreciate that!

REPLY



MEGAN @ THE COOKING CANVAS says:
JANUARY 27, 2015 AT 8:37 AM

You seem to always serendipitously know what I have been struggling with and wondering! I actually recently bought a Lowel Pro light and have been playing around with it. I'm still getting used to it. Turing off all other lights is something I will try tonight! Thank you!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:33 PM

Awesome! Hope it goes well 😊

REPLY



MELANIE @ CARMEL MOMENTS says:
JANUARY 27, 2015 AT 9:54 AM

I've never considered working with artificial light but maybe... just maybe you've convinced me to give it a try. 😊
Looks stunning, as always!

Thanks for all the great tips over the years. They've really been helpful!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:33 PM

Thanks Melanie! I'm glad to hear that!

REPLY



KATIE | HEALTHY SEASONAL RECIPES says:
JANUARY 27, 2015 AT 11:06 AM

I do use artificial lights when I have to, and I am glad to have them as a back-up, but I never feel like the quality of the light is as pretty as natural. I need to figure out how to make them more diffused I think. I used them last week, and feel like the shots look like they were taken by someone else. They have a totally different sensibility. I went to a talk by Dolores Custer and she said that she thinks artificial light makes meat look better... I think it all comes down to your point #3 for me at this point. I am just not using my tools the same in natural and artificial, and need to tweak. Thank you so much!!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:32 PM

Interesting! I have never thought about the meat thing.

REPLY



BRETT @ GREENTHUMBWHITEAPRON.COM says:
JANUARY 27, 2015 AT 2:28 PM

Sometimes on overcast or cloudy days, I use a supplemental lighting for a little extra “pop” when a reflector isn’t quite enough — I would love to see comparisons of natural light versus artificial lighting. Thanks for another excellent post!

REPLY



DENA NORTON says:
JANUARY 27, 2015 AT 3:01 PM

Hi Lindsay,

Thanks as always for generously sharing your insider tips! I bought the Lowel Ego light a while back at your recommendation after working my way through the FBP videos. It’s definitely a game changer on cloudy days, but I’m still not thrilled with my results when it’s my only light source. I noticed in the “Old Navy bling photo shoot” above you have two lights with the reflector – do you think a second light makes a dramatic difference in the outcome or do you just like the single light look for some shots and the double light look for others?

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:31 PM

I probably do 50% of the time with just one and 50% of the time with two. It kind of depends on the look you’re going for – one will be

more directional light and two will be overall just brighter, obviously. 😊

REPLY



PUJA DARSHAN says:
JANUARY 27, 2015 AT 3:44 PM

Hi Lindsay,

Thanks for sharing such a great tip. I tried taking pictures with artificial lights but those pictures didn't turn out that good. Probably there was something missing. I liked the tricks you have explained in this video. And I will surely try that.

REPLY



KELLY says:
JANUARY 27, 2015 AT 4:12 PM

Oh my goodness, these tips are unbelievably helpful, thank you so so much especially as I have a full time job as well and seem to always be shooting long after the sun goes down!

xx Kelly
SPARKLES AND SHOES

REPLY



JENNIE says:
JANUARY 27, 2015 AT 4:50 PM

Thank you, thank you, thank you for this tutorial. As a busy mom with a full-time job this is EXACTLY what I needed. I recently bought the Lowel EGO light, so with that and your instruction I'm hoping to finally turn out some good food photos and take my blog to the next level. You're a great teacher, Lindsay....thank you for sharing your knowledge!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:30 PM

Thank you Jennie! I'm so glad that it's been helpful for you!

REPLY



STEPHANIE KIRKOS says:
JANUARY 27, 2015 AT 8:19 PM

Lindsay and Bjork – rocking it again! I expect nothing less at this point 😊 I've had such a hard time this winter, the light is just so gray and BLAH. I'm very interested in learning more about artificial light, so impressed by the photos you took with it! Thanks again for sharing your experience and expertise.

REPLY



MICHELLE says:
JANUARY 27, 2015 AT 8:40 PM

I hate to say it, but ALL of my photos are taken with artificial lighting – and it's working so far (or I think so anyway!) 🙄 I saw one of your posts a while back about artificial lighting and just opted to make my own light boxes (like the ones you have). SCORE! Keep up the awesome work Lindsay!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:29 PM

high five!

REPLY



DI @BIBBYSKITCHEN says:
JANUARY 28, 2015 AT 2:00 AM

Hi Lindsay

Your post is a gift today! Have been running from room to room, searching for elusive light, often having to remake food the next day in the hope of sunshine. I'll be signing up and following the tutorials to make the photography part of blogging less stressful. Thank you, as always for your open, honest and super useful tips.

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:29 PM

Thanks Di! Appreciate that!

REPLY



NILA @ THE TOUGH COOKIE says:
JANUARY 28, 2015 AT 4:32 AM

Thanks so much for this Lindsay! November to February are always stressful blogging months for me because the world outside suddenly turns grey and yucky... 😊

Can't wait to sign up!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:28 PM

ugh, seriously. can't wait for summer! But for now... this works 😊

REPLY



LYNSEY | LYNSEYLOVESFOOD.COM says:
JANUARY 28, 2015 AT 6:42 AM

Thanks so much for sharing this Lindsay! I sing the praises of tasty food photography and food blogger pro to anyone who will listen! This is super helpful. xo

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:28 PM

Thank you Lynsey! So glad to hear that you've been able to use them!

REPLY



KATHY @ BEYOND THE CHICKEN COOP says:
JANUARY 28, 2015 AT 7:50 AM

Thank you so much for your tips. Your photos are amazing!

REPLY



SARA @ CAKE OVER STEAK says:
JANUARY 28, 2015 AT 10:36 AM

Thank you SO MUCH for these posts! I'm trying to get into doing my own food photography (my husband currently takes the pics for my site), and your photography posts have been the most helpful by far. You make everything seem very doable, and it makes me really excited to start experimenting. Thank you!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:27 PM

so glad! Thanks for the comment Sara!

REPLY



MERCEDES@SATISFY MY SWEET TOOTH says:
JANUARY 28, 2015 AT 8:32 PM

I have the EGO lights and have had only some success with them, so I know I would find these videos helpful. One question: do the videos touch on how to set custom white balance for the lights? Thanks!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:19 PM

Sort of! In one of the demos I changed the white balance to match the tone of the light I was using, and I walked through that process in the video. But no post processing or grey cards or anything like that.

REPLY



LYNN @ THE ACTOR'S DIET says:
JANUARY 28, 2015 AT 10:33 PM

What wonderful tips – thank you! Also, I want that shirt.

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:17 PM

Bling bling! Gotta love old navy.

REPLY



MELISSA @PROSHAPEFITNESS says:
JANUARY 29, 2015 AT 1:32 PM

Awesome Lindsay! I've been waiting for this to come out since you mentioned it in your last post on artificial lighting. This will be a lifesaver!!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 11:07 PM

Awesome! Hope you like the course Melissa!

REPLY



LINDSAY - SHRIMP SALAD CIRCUS says:
JANUARY 30, 2015 AT 10:32 AM

This is so helpful while winter days are extra short! Featured you here: [HTTP://WWW.SHRIMPSALADCIRCUS.COM/FAVORITE-FINDS-NO-49/](http://www.shrimpsaladcircus.com/favorite-finds-no-49/)

REPLY



MELANIE @ NUTRITIOUS EATS says:
JANUARY 30, 2015 AT 9:51 PM

I can't get over how gorgeous those photos are in the artificial light. I am all about doing what makes life a little easier. Mom of 4 here, I rarely get around to shooting during the day. I also live in Washington state and bought a Lowell light about 6 months ago and still haven't opened it!! Eek. I think I am afraid, but need to get over it. Did you buy a special bulb or just use what it came with? Thanks Lindsay!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 10:42 PM

I used what it came with!

REPLY



AMANDA @ DIARY OF A SEMI-HEALTH NUT says:
FEBRUARY 1, 2015 AT 2:35 PM

I have to echo that it's crazy those photos were taken with artificial light! It's so crazy trying to deal with artificial light in the Minnesota winter!!

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 10:25 PM

Minnesota is killing us! but yesterday I got about 30 minutes of really nice natural light in the late afternoon and it gave me hope for summer!

REPLY



KELLY @ LAUGHTER, STRENGTH, AND FOOD says:
FEBRUARY 2, 2015 AT 9:50 AM

Great tips! Thanks for the info...this is something I definitely need to work on!

REPLY



RACHAEL @ LOVE YOURSELF GREEN says:
FEBRUARY 2, 2015 AT 3:45 PM

I love this! I'm so shocked that you can get photos that good. I'm rethinking how/when I do my photos now. I wonder if I can afford the lighting tools I'd need to do this? I'm not an early riser, so if I want to do great shots, I have to force myself to get up early. No Bueno.

REPLY



LINDSAY says:
FEBRUARY 3, 2015 AT 10:09 PM

Worth a shot, Rachael! It's given me SO much flexibility with when and how I do my photos.

REPLY



HELEN @ SCRUMMY LANE says:
FEBRUARY 3, 2015 AT 11:44 AM

Great timing! I've just moved back to the UK from Australia/Greece and the sky is that yucky shade of grey 99% of the time you mentioned. Not useful for natural light photography, obviously.

So this is perfectly timed – thank you! Photography with artificial light can be great but I've been learning that there's a bit of a learning curve!

REPLY



ALESSANDRA // THE FOODIE TEEN says:
FEBRUARY 23, 2015 AT 2:52 PM

These tips are absolutely fantastic – those artificial light photos are stunning! I live in Scotland, so I know what it feels like to be surrounded by dreary grey skies, but I hadn't yet thought about getting some artificial lighting equipment because of all the horror stories I've heard/read! You've definitely convinced me 😊

REPLY



LINDSAY says:
FEBRUARY 25, 2015 AT 8:31 PM

Thank you so much! I really appreciate that Alessandra! Glad to hear it was helpful.

REPLY



ALEX @ INTOXICOLOGY says:
MARCH 31, 2015 AT 8:52 AM

Do the majority of these ideas and concepts work the same for drink photography. Having a lot of issues getting bottle shots and quick cocktails I've whipped up to look as impressive on camera as they do in my kitchen. We live in Florida but I'm Not home during most of the natural light times of the day 😞

REPLY



LINDSAY says:
MARCH 31, 2015 AT 6:09 PM

Hi Alex! Often backlighting works best for drink photography. Have you tried placing the light behind the drink or kind of angled at the back corner?

REPLY



ALEX @ INTOXICOLOGY101 says:
APRIL 5, 2015 AT 6:37 PM

We haven't tried that yet, but admittedly there's several things I have yet to try with lighting. I'm planning to do a lot of experimenting this spring/summer with different angles, lighting equipment, and especially getting to know the manual side of my camera better haha. Thanks for the reply!

REPLY



SANDRA says:
JULY 9, 2015 AT 2:45 PM

These are great tips thank you so much. I live in Michigan so my natural light is much like yours so I take lots of pictures in my basement as well. I also have two umbrella lights, a DSLR and still don't know what the heck I'm doing. This course is exactly what I need!

REPLY



HANNAH says:
JULY 13, 2015 AT 3:42 PM

Do you have any great tips for shooting with an iPhone? Right now that is what I have to use. Sometimes I can get great shots and sometimes it's just a losing battle. Would these lighting tips help on something like an iPhone?

REPLY



KRISTIN @ PINCH OF YUM says:
JULY 14, 2015 AT 8:37 PM

I'll pass you question along to Lindsay! 😊

REPLY



LINDSAY says:
JULY 20, 2015 AT 3:01 PM

We do have a section of this course dedicated to use with an iPhone, but generally speaking I'd say you'll have the best luck getting over the top of the food and shooting down at it! 😊 Easy to style and the iPhone camera works really well for those kinds of shots where you get more of the photo in focus.

REPLY



sepideh says:
SEPTEMBER 13, 2015 AT 4:08 AM

Can I use this technique to photograph products (scarf) ??

REPLY



KRISTIN @ PINCH OF YUM says:
SEPTEMBER 13, 2015 AT 2:16 PM

Yes! These techniques could work on most stationary objects.

REPLY



ANNA says:
SEPTEMBER 26, 2015 AT 1:29 AM

Amazing. You two are that good at explaining things simply. And also choosing topics I don't even know I need until I read them! Thank you xx

REPLY



TYLER says:
NOVEMBER 14, 2015 AT 10:31 AM

Hello out there. Where did you find that little table top plug in lamp? Please excuse me if you have answered this question 1000 times in previous comments. #newatthis I would so appreciate you answering it one more time. The sun is setting at 4pm here in Portland and it's killing me. But in a slow way. Like when you watch too many reality shows in one day. Please help a chick out.

Thx-

TMF

REPLY



KRISTIN @ PINCH OF YUM says:
NOVEMBER 17, 2015 AT 3:25 PM

Hi, Tyler! Check out this link for helpful information: [HTTP://PINCHOFYUM.COM/RESOURCES/RESOURCES-FOR-FOOD-BLOGGERS](http://pinchofyum.com/resources/resources-for-food-bloggers).

REPLY



ALEXANDRA says:
NOVEMBER 24, 2015 AT 5:52 AM

Wow! Thank you for sharing this, Lindsay. I work full time so I always have to block out weekend days to shoot in natural light. I just bought some softboxes though so these tips will definitely come in handy. Thanks 😊

REPLY



KRISTIN @ PINCH OF YUM says:
NOVEMBER 25, 2015 AT 2:45 PM

Glad we can help! 😊

[REPLY](#)

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